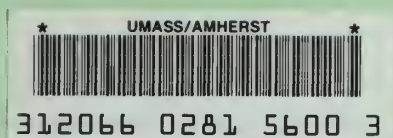


MASS. HS 30.1502: ST 29 / v.6



Statewide Support Services

Requests For Proposals

Education Materials Development and Dissemination

GOVERNMENT DOCUMENTS
COLLECTION

JUN 15 1998

DOCUMENT SIX

University of Massachusetts
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Massachusetts Department of Public Health

Bureau of Communicable Disease Control

Bureau of Family and Community Health

HIV/AIDS Bureau

November 1996

Statewide Support Services

Requests For Proposals

Education Materials Development and Dissemination

DOCUMENT SIX

Massachusetts Department of Public Health

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Bureau of Family and Community Health

HIV/AIDS Bureau

November 1996

EDUCATION MATERIALS DEVELOPMENT AND DISSEMINATION

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EDUCATION MATERIALS DEVELOPMENT AND DISSEMINATION

Education Materials Development and Dissemination is designed to educate a wide, diverse audience about an array of public health issues by developing and disseminating educational materials. These materials are culturally, linguistically and age-appropriate. Dissemination of information is conducted through the distribution of fact sheets, pamphlets, videos and other formats.

The Department of Public Health is issuing two (2) Statewide Education Material Development and Dissemination Requests for Proposals. The following is a brief description of the RFPs with the name and telephone number of the contact people who will be available to respond to technical questions. *Potential applicants are urged to thoroughly review the RFPs and attend a Bidders' Conference before contacting the people listed below.*

1) Massachusetts Tobacco Education Clearinghouse

The Massachusetts Tobacco Education Clearinghouse will distribute tobacco education materials; assess existing tobacco control educational materials; develop new materials where gaps exist; provide technical assistance in materials development to other MTCP-funded programs; publish an educational materials catalogue; develop and distribute a semi-annual newsletter; and maintain a database of tobacco policy legislation.

Contact Person: Lucinda Perry
Massachusetts Tobacco Control Program
(617) 624-5909

2) Health Promotion Clearinghouse

The Health Promotion Clearinghouse will provide education materials to DPH-funded agencies and other interested organizations and individuals throughout the state. The vendor will also assess existing materials; produce new materials as needed; maintain an up-to-date inventory of materials; and maintain a toll-free number for osteoporosis information.

Contact Person: Maria Bettencourt
Bureau of Family and Community Health
(617) 624-5440, Fax (617) 624-5075

INTER-BUREAU HEALTH PROMOTION CLEARINGHOUSE

I. PROGRAM DESCRIPTION

A. Program Overview

The Massachusetts Department of Public health seeks proposals from qualified not-for-profit vendors to develop and administer the Health Promotion Clearinghouse. The Health Promotion Clearinghouse will provide health education materials to DPH-funded agencies throughout the state as well as other interested organizations and individuals. The vendor is expected to distribute materials to agencies throughout the state, assess existing materials, produce new materials when necessary, maintain an up-to-date inventory of materials, produce a biannual listing of all materials in the Clearinghouse, maintain a toll-free number for osteoporosis information and promote Clearinghouse services. The Department anticipates awarding one (1) contract for up to \$341,000. The Bureau of Family and Community Health is contributing \$247,000, the AIDS Bureau is contributing \$70,000 and the Bureau of Communicable Disease Control is contributing \$24,000.

Providing culturally and linguistically appropriate, timely, up-to-date, and accurate health information and education to the public, especially to populations at high risk, is an important part of the Department's overall mission to maintain, promote and protect the health and well being of the residents of the Commonwealth. Health educational materials provide vital information for consumers about a wide array of public health problems impacting communities (e.g. HIV/AIDS, teen pregnancy, substance abuse, osteoporosis, breast and cervical cancer, prostate cancer, etc.). Public health practitioners, community advocates and health care professionals also need information about Department programs to increase their knowledge and make appropriate referrals for services.

The Clearinghouse will focus initially on the production and dissemination of health education materials on HIV/AIDS, breast and cervical cancer, osteoporosis, prostate cancer and immunization.

AIDS is the leading cause of mortality in the Commonwealth among males ages 25-40 (check age category). HIV, the virus that causes AIDS, continues to be transmitted at a significant rate in a number of at-risk populations in Massachusetts. The diversity of these communities and their various patterns of risk behavior requires targeted, culturally specific information about HIV/AIDS and appropriate risk reduction strategies.

Breast cancer is the most common cancer in women in Massachusetts and throughout the United States; only lung cancer results in more cancer deaths for women. Breast cancer incidence in Massachusetts rose 24% between 1982 and 1990, increasing to slightly more than the national rate. Cervical cancer incidence and mortality in the United States have declined about 75% over the past 40 years, largely due to the effectiveness of early detection and treatment. Yet, on average, almost 100 women die of cervical cancer annually in Massachusetts, and most of these deaths are preventable. Consumers and health care providers need information about early detection of these diseases. Massachusetts physicians who provide primary care to women over the age of 40 are the target population for this project.

Research findings show that physicians are not referring women for mammograms or pap tests at intervals recommended by major medical organizations. Consequently some women do not have their cancerous or pre-cancerous condition detected until it is a later stage in the disease process, reducing the likelihood of successful treatment.

Osteoporosis, a condition of porous, easily fractured bones, occurs when the body loses bone mass. It affects over 25 million Americans, 80% of them are women and 20% are men. Thin bones are the cause of more than 1.5 million fractures each year, amounting to more than \$10 billion a year in treatment costs attributable to the disease.

Prostate cancer is the most commonly diagnosed cancer in men in the United States and the second leading cause of cancer deaths among men. In Massachusetts the incidence of prostate cancer has increased 137.4% in ten years from 73.2 per 100,000 cases in 1982 to 173.8 per 100,000 cases in 1992. It is now the leading type of cancer among men in the state. Prostate cancer is nearly twice as common among blacks as it is among whites.

Overall the level of immunizations in Massachusetts are relatively high. The challenge is to identify and reach out to those groups at higher risk for under-immunization in the state. A factor that seems to consistently correlate with under-immunization is the primary language being other than English. A second priority are youth who are sexually active and those involved in sharing needles, since they are at increased risk of infection with Hepatitis A and Hepatitis B. The targeted dissemination of materials will help to enhance the importance of immunizations and other risk reduction behaviors to the target populations.

The target populations for the Health Promotion Clearinghouse are staff from community-based organizations, agencies and coalitions across the state as well as physicians, nurses and other health care providers. The Clearinghouse will distribute materials directly to consumers (e.g., flyers, brochures, posters, collateral materials, etc.) and develop and distribute informational materials targeted to providers (e.g. physician mailings on breast and cervical cancer).

Qualified bidders must have overall knowledge of the public health system in the state and different public health problems and issues. Priority will be given to applicants with demonstrated experience operating a clearinghouse and developing and distributing materials. Qualified bidders must have the capacity to interact with diverse organizations and agencies throughout the state and deliver Clearinghouse services efficiently and effectively.

B. Primary Service Elements

The primary service elements of the statewide Health Promotion Clearinghouse include *distribution of educational materials; promoting and marketing the clearinghouse services; educational materials assessment; and materials development*. All service elements will be delivered with competencies in culture, language, gender, disabilities, sexual orientation and age. Applicants are expected to deliver each service element while adhering to the specified performance standards.

1) Distribution of Educational Materials

The Clearinghouse will print or purchase in bulk high-demand selected educational materials. The contractor is expected to develop a plan for bulk purchase/printing and

distribution. The service will include the warehousing of educational materials for distribution.

The Clearinghouse will distribute:

- Immunization outreach materials to the Massachusetts Immunization Program, the state's Regional Prevention Centers and other agencies involved in immunization activities. These materials will be in languages appropriate for the target population;
- Breast and cervical cancer educational materials and information for physicians (*Physician Information Packets*);
- Prostate cancer materials;
- Primary and collateral HIV/AIDS public information materials;
- Osteoporosis brochures, posters and fact sheets and elder health and physical fitness materials.

They will also conduct a providers' survey designed to measure satisfaction with the osteoporosis materials and be responsible for maintaining a toll-free hotline for osteoporosis.

The contractor will obtain mailing lists from the Department or purchase the lists. It is expected that the Clearinghouse will maintain up-dated mailing lists and solicit additional agencies and organizations for the mailings as requested by the Department.

Performance Standards

- Materials are distributed in a timely manner (within 1-2 weeks of request).
- Adequate space is available for the warehousing of educational materials.
- A computerized data base with names and addresses of agencies receiving materials is up-dated periodically at the Department's request.
- A tracking system for mailings is maintained.
- Quality assurance systems are implemented for bulk orders and mailings.
- The Clearinghouse will have a toll-free number to take requests for materials.
- The Clearinghouse maintains an accurate inventory of materials on-hand, including a brief description of each item, the language of each item and the quantity in stock.

2) Promoting and Marketing the Clearinghouse

The Clearinghouse will market health educational materials to different agencies, organizations, medical provider offices, schools and boards and departments of public health as requested by the Department.

Performance Standards

- A marketing plan describing Clearinghouse outreach to different organizations is developed and implemented.
- An up-dated list of materials at the Clearinghouse will be available to DPH staff and providers on a quarterly basis.

3) Educational Materials Assessment

The Clearinghouse will gather educational materials and assess their quality and appropriateness for public health target audiences as per request by the department.

Performance Standards

- Materials are gathered, categorized and evaluated.
- Appropriate materials are collected at the Clearinghouse as resource materials or purchased for distribution.

4) Materials Development and Production

Based on DPH need and the Clearinghouse assessment, new materials will be developed. The Clearinghouse is responsible for producing a development plan that includes a cost analysis.

The Clearinghouse will develop/produce:

- Primary and collateral (e.g., posters, stickers, T-shirts, buttons)HIV/AIDS public information materials (logo and core messages have already been developed for Year 1 of the Clearinghouse);
- A portfolio folder, a multi-page flyer, a set of 1- page fact sheets and a printed envelope for the breast and cervical cancer *Physician Information Packets*;
- Reprinting of existing breast and cervical cancer materials including a consumer brochure and a poster.

Performance Standards

- Input is sought from experts and representatives of the target populations whenever new materials are developed.

- Field tests are conducted and findings reported to the Department of Public Health.
- A production and distribution schedule is submitted to the Department which includes timelines and cost analysis.
- All materials are pre-approved by the Department before being printed.
- If materials are developed in languages other than English, the vendor adheres to the Department's translation policies.

C. Program Support and Administration and other Program Requirements

- The staffing pattern and staffing qualifications of the Health Promotion Clearinghouse support the operation of the program.
- Staff will receive initial orientation and on-going education and supervision.
- The location and hours of the program support the accomplishment of the primary service elements.
- The vendor will submit monthly activity and performance reports to the DPH contract manager and meet with DPH staff on a regular basis.

II. DESIRED PROGRAM RESULTS AND PROGRAM ASSESSMENT

A. Program Results

The overall goal of the Health Promotion Clearinghouse is to develop, distribute and assess in an efficient and effective way health information and educational materials for the public and for providers and professional groups and organizations. Materials must be culturally and linguistically appropriate, accurate and up-to-date.

Desired Program Outputs

Outputs are the quantity of services provided or work conducted within an identified period of time. The desired outputs for the Clearinghouse are listed below. Applicants may submit additional outputs, which will be negotiated with the Department.

- Mass and/or targeted mailings of HIV/AIDS, Osteoporosis, Breast and Cervical Cancer, Prostate Cancer and Immunizations.
- Development of required materials.
- Biannual listing of all materials at the Clearinghouse.
- Responses to toll-free osteoporosis callers.

B. Program Assessment

The vendor agency will assure quality and monitor performance by conducting ongoing quality assurance and measuring their own performance according to desired outputs and performance standards.

III. BUDGET AND DPH PROGRAM CONTACT

The DPH contact person for this RFP is Maria Bettencourt. Telephone (617) 624-5440, Fax (617) 624-5075.

The annual maximum obligation for the Health Promotion Clearinghouse is up to \$341,000. Reimbursement for this contract will be on a cost reimbursement basis in accordance with 808 CMR Prices for Social Service Programs.

IV. APPLICATION INSTRUCTION AND QUESTIONS

Applicants are requested to respond to all of the questions listed below. The responses to these questions and the completion of the required budget forms constitute the agency's proposal to the Document.

Applicants will provide their responses on the Attachment A form (located in Document 1 of the Statewide Services RFP). In responding to each question, applicants must write out the questions and the response on the Attachment A, carefully following the sequence in each section.

The proposal may not exceed 20 pages single spaced, excluding the budget forms and the appendices, or be smaller than 12 point.

I. PROGRAM DESCRIPTION

1. How will this program fit within your agency's philosophy and mission? Please be concrete and specific.
2. Describe your agency's experience in operating a Clearinghouse or services like this. Describe the agency's experience in developing health educational materials. Include samples of at least three materials developed for the public and/or providers.
3. Describe how you will provide each of the service elements and how you will meet performance standards.
4. Provide an annual workplan for July 1, 1996 - June 30, 1998 with specific activities, persons responsible and timelines.
5. Submit an organizational chart that clearly defines where this program will be located within you agency, an supervision for staff members who will be involved in Clearinghouse activities.
6. Describe and justify the proposed staffing pattern. Provide the name(s) of the person (s) in your agency who will oversee this contract.

7. Indicate any subcontractors that you propose to use to deliver the Clearinghouse services, including their names, experience and scope of work they will be performing.

II. DESIRED PROGRAM RESULTS AND PROGRAM ASSESSMENT

8. Describe how quality assurance will be maintained.
9. Submit copies of any tools or other agency resources that will be utilized to assess program quality and effectiveness.
10. Describe how your agency will achieve the desired results.

III. BUDGET

11. Complete the Attachment B budget forms and the Budget Worksheet according to the budget instructions. The Attachment B budget forms, the Budget Worksheet and the budget instructions can be found in Document 1 of the Statewide Services RFP. Detail all expenditures and the source (e.g., DPH, agency in-kind, other sources).
12. Provide a 1-2 page budget justification narrative.
13. Provide documentation of SOMWBA certification if applicable.

MASSACHUSETTS TOBACCO EDUCATION CLEARINGHOUSE

I. PROGRAM DESCRIPTION

A. Program Overview

The Bureau of Family and Community Health seeks proposals from qualified not-for-profit vendors to manage the Massachusetts Tobacco Education Clearinghouse. The Clearinghouse will provide educational materials that are culturally, linguistically, and age appropriate through the distribution of fact sheets, pamphlets, videos and other formats. The primary population of Clearinghouse users are providers and other professionals and volunteers working in tobacco control. Annual funding up to \$250,000 will be awarded to one qualified applicant.

Tobacco education materials enhance the public health system's capacity to educate a wide and diverse audience about the danger of tobacco use. To facilitate this endeavor, the Clearinghouse will distribute tobacco education materials; assess existing tobacco control educational materials; develop new materials where gaps exist; provide technical assistance in materials development to other MTCP-funded programs; publish an educational materials catalogue; develop and distribute a semi-annual newsletter; and maintain a database of tobacco policy legislation.

The contractor must be experienced at developing and disseminating health education materials and demonstrate an ability to deliver the full range of Clearinghouse activities. Procedures must be in place to meet deadlines and implement a quality assurance plan. The provider must have demonstrated experience with database management, website management, and other on-line computerized systems.

B. Primary Service Elements

The five primary service elements for the Tobacco Education Clearinghouse include: *distribution of tobacco education materials; promoting and marketing clearinghouse services; assessing tobacco education materials; materials development; and technical assistance for material development to MTCP-funded Programs.* Applicants must design programming that meets performance standards included below. All service elements will be delivered with competencies in culture, language, gender, sexual orientation, disability and age.

1) Distribution of Tobacco Education Materials

The Clearinghouse will print, and/or purchase in bulk high-demand and selected education materials. The contractor must develop a plan for bulk purchase, printing and distribution. The service shall include the warehousing of a minimum of 75 different items for bulk purchase and distribution.

Performance Standards

- materials are distributed upon request (or within two weeks of request) to the Department of Public Health programs, the Department of Education and public schools, the Executive Office of Public Safety's DARE and SAFE programs and national ASSIST sites.
- adequate space is provided to warehouse in bulk at least 75 different educational materials.
- efficient systems are maintained for bulk mailings and tracking inventory;
- quality assurance systems are implemented for bulk orders.

2) Promoting and Marketing Tobacco Education Clearinghouse Services

The Clearinghouse will aggressively market tobacco educational materials and promote use of the Clearinghouse to Massachusetts' health, education and human service agencies, and national tobacco control programs.

Performance Standards

- a marketing plan is developed describing how outreach will be conducted to health, education and human service agencies, specifying agencies to be targeted (i.e., schools, drug and alcohol agencies, correctional facilities, employee assistance programs, etc.);
- an annual educational materials catalogues distributed;
- on-line catalogue service on the World Wide Web is maintained.

3) Educational Materials Assessment

The Clearinghouse will assess existing tobacco control materials. The Clearinghouse contractor will gather and maintain copies of relevant tobacco education resources (audio, print, video, film) and assess, categorize and evaluate the materials.

Performance Standards

- existing educational materials on tobacco prevention and control are gathered, categorized and evaluated.
- gaps in educational materials are identified by topic, type (e.g., brochures, videos, curricula, audio tapes, large print flyer, low literacy pamphlet), and target population such as youth, women, ethnic/linguistic minorities, current smokers, blue collar workers and other at-risk groups.

- an on-line data-base of tobacco-related materials and tobacco policy legislation is maintained.
- a tobacco control library where the public may browse or borrow tobacco control periodicals, literature, view videos, etc. is maintained.
- locally-produced materials are collected and displayed in the Clearinghouse library/resource room.

4) Materials Development

Based on the educational materials assessment, the Clearinghouse will recommend to MTCP subject areas for new material development. Educational materials recommended for development must be accompanied by a production and distribution plan and a complete cost analysis. In addition, the Clearinghouse will develop a bi-annual newsletter highlighting best program practices and current tobacco control trends. The newsletter will be distributed to all MTCP-funded programs and national ASSIST states.

Performance Standards

- a plan is submitted that identifies and describes needed new materials.
- input is solicited from experts and representatives from the targeted population for which materials are to be designed.
- field tests are conducted and results reported to MTCP prior to final revision and production.
- a production and distribution plan which includes demand analysis, timelines and cost analysis is submitted to MTCP.
- a bi-annual newsletter is designed and distributed.

5) Technical Assistance for Materials Development to MTCP-funded Programs

The Clearinghouse contractor must have the capability to provide technical assistance to MTCP-funded programs. Technical assistance may consist of written guidelines, reviewing draft materials via fax/mail, on-site consultation, workshops, and telephone contact.

Performance Standards

- written guidelines for material development are provided to MTCP-funded programs.
- consultation on material development is provided to MTCP-funded programs.
- providers are advised on proper use of existing materials in community settings.

C. Program Support and Administration and Other Program Requirements

The Massachusetts Tobacco Education Clearinghouse will demonstrate that there is adequate staffing and administrative support to deliver the service described in this RFP.

- The staffing pattern and staff qualifications support the operation of the program.
- Staff receive supervision and training as necessary.
- The location of the program and hours of operation support program activities.
- Applicant agencies must be tobacco-free.
- The vendor will submit monthly Management Information System (MIS) reports to MTCP.

II. DESIRED PROGRAM RESULTS AND PROGRAM ASSESSMENT

A. Program Results

The goal of the Clearinghouse is to increase public knowledge of tobacco control issues.

Desired Outputs

Outputs are the quantity of services provided or work conducted (as specified throughout this RFP) within an identified period of time. Productivity measures will be negotiated with the vendor annually.

- Increase/maintain access to state-of-the-art tobacco education materials.
- Increase/maintain utilization of the Clearinghouse.
- Increase/maintain public awareness of tobacco control issues.
- Increase information exchange with the Bureau of Substance Abuse, the ASSIST project, the Department of Education, the Executive Office of Public Safety and all local and statewide tobacco control programs.

B. Program Assessment

The contracted agency will assure quality and self monitor performance by conducting annual quality assurance activities. (e.g. timeliness for filling bulk orders, customer satisfaction, etc.)

III. BUDGET AND DPH PROGRAM CONTACT PERSON

The DPH contact person for the RFP is Lucinda Perry, Special Projects Coordinator, telephone number (617) 624-5909, fax number (617)-624-5922.

The annual maximum obligation for the Clearinghouse contract is up to \$250,000.

Reimbursement for this contract will be on a cost reimbursement basis in accordance with 808 CMR Prices for Social Service Programs.

IV. APPLICATION INSTRUCTIONS AND QUESTIONS

Applicants are requested to respond to all of the questions listed below. The responses to these questions and the completion of the required budget forms constitute the agency's proposal to the Department. Applicants will provide their responses to the Attachment A forms (located in Document 1 of the Statewide Services RFP). In responding to each question applicants must write out the question and the response on the Attachment A carefully following the sequence in each section.

The proposal may not exceed 20 pages single spaced, excluding the budget forms and the appendices or be smaller than 12 point.

I. PROGRAM DESCRIPTION

1. Describe the philosophy, mission and experience of the applicant agency as it relates to the Clearinghouse. Describe the agency's specific experience operating an educational materials clearinghouse or similar effort. Include an agency organizational chart.
2. Describe how tobacco education materials will be distributed. Describe the warehouse facility, how bulk materials will be mailed, how inventory will be tracked and reported, and how bulk orders will meet quality assurance standards.
3. Discuss how tobacco educational materials will be promoted to health, education and human service agencies. Include a marketing plan that describes how outreach will be conducted to specific agencies. Also describe how utilizing the World Wide Web catalogue service will enhance marketing strategies.
4. Explain how educational materials will be gathered, categorized and evaluated. Identify the process by which materials will be reviewed for appropriateness for target groups, such as people with low literacy skills, ethnic and linguistic minorities, etc. Describe how the database containing tobacco-related materials and tobacco policy legislation will be maintained.
5. Describe specific applicant agency experience in developing materials for cultural and linguistic minorities. Include a description of the development process as well as three examples of material that your agency has developed.
6. Estimate the cost of developing and distributing two newsletters. Include a description of your creative approach as well as printing specifications (i.e. paper size and weight, colors, photos, etc.).
7. Describe what technical assistance services will be provided to MTCP funded programs and how they will be delivered. How will you keep programs informed of the latest Clearinghouse services?
8. Provide an annual workplan for July 1, 1997 - June 30, 1998, including activities, staff responsibility and timeline.

9. Describe the program's staffing pattern, staff credentials and qualifications. Describe how staff orientation, supervision and training will be accomplished.
10. Describe your program location and hours of operation.
11. Affirm that applicant agency is tobacco-free.
12. Describe your agency's protocols for completing MIS reports. Specify who is responsible and how information will be monitored for completeness and accuracy.

II. DESIRED PROGRAM RESULTS AND PROGRAM ASSESSMENT

13. Describe the methods and strategies the Clearinghouse will utilize to maintain public awareness of tobacco control issues.
14. Describe how your agency will conduct quality assurance activities.

III. BUDGET

15. Complete the Attachment B budget forms and the Budget Worksheet according to the budget instructions. The Attachment B forms, the Budget Worksheet and the budget instructions can be found in Document 1 of the Statewide Service RFP.
16. Submit a budget justification narrative.
17. Provide a copy of the applicant agency's SOWMBA certification if applicable.
18. Specify agencies with which the agency proposes to develop subcontracts. Include the purpose of each subcontract, brief description of each subcontractor's qualifications for the proposed task, SOWMBA status, and a letter of agreement from each prospective subcontractor.

